User Centered Design

Planning, Strategy and Goals

As with all Stanfield projects, UX is involved early to help plan and strategize a product approach. From the product name to the detailed design specifications and conducting usability testing, UX activities seamlessly dovetail with the rapid iterations in Agile and require a disciplined approach which is based off well-established **UX and design principles** along with constant **communication** and **collaboration**.

User experience experts participated in all ceremonies including **standups and planning meetings** so that the team had constant visibility into the practice and status. Additionally, UX experts created **stories and tasks in JIRA** where artifacts could be attached and progress tracked.

As part of the strategy, UX experts sought to gain knowledge from all stakeholders. Not just the end user, but the development team and business stakeholders. This background helped shape the overall goals of the project. **Stakeholder interviews** were conducted to gain this insight.

The UX goals for KARMA included:
- Delight the user (to be measured by quantitative activities such as interviews and surveys)
- Clean and uncluttered user interface (to be measured by qualitative and quantitative activities such as usability testing and contextual interviews)
- Efficient navigation throughout the workflow (to be measured by qualitative and quantitative activities such as usability testing and contextual interviews)

Initial Research – Who did we design for and why?

Working with the product team a set of users were identified. In order to fully understand our users in the ensure their needs were met, UX created a set of **personas** for the user groups. Each persona identified a user by a name, a set of believable personal and professional attributes, and a list of typical tasks with scenarios. This rich resource was used as reference and validation throughout the project lifecycle.

Once the product and users were clearly defined, it was time to set out and observe people using similar tools. This **research analysis** is informative since we **shadow** real users in their workspace and let them lead the conversation.   The potential KARMA users could guide the researcher through the knowledge management tool they currently used and highlight features,

workflow and tools that worked well plus gave unfiltered feedback on what did not work for them.

Upon completing the shadowing exercise, UX returned the results to the product team where we conducted a "popcorn-style" task analysis resulting in an affinity diagramming session to help prioritize features for the first design iteration. The outcome would be used for validation in future usability testing.

Initial Research – Findings

Common needs:
- Landing page does not display most relevant information
  - A major issue at every level
  - Typically ignore activity on Dashboard "I don't need to see anybody else's work on my dashboard."
  - Prefer seeing last modified information
  - Pay most attention to their "spaces"
- Rarely use search
- Reduce redundant data entry/work
  - Entering resources information is often redundant
- Most useful for procedure and peer review

Common Tasks:
- Create
- Edit
- Approve
- Review

Observation:
- Sensitivity to over notifications, but need a balance, want to be notified, but not spammed. Typically email works.
- Really like seeing the user face as an icon, it helps them quickly identify who's worked on something.
- Want to be able to add comments

Results Affinity Diagram/Priority

Process: after conducting contextual interviews, return to the team and document (popcorn style). List one item per post-it note and then conduct affinity diagramming to group and prioritize possible features/tasks for design to begin.
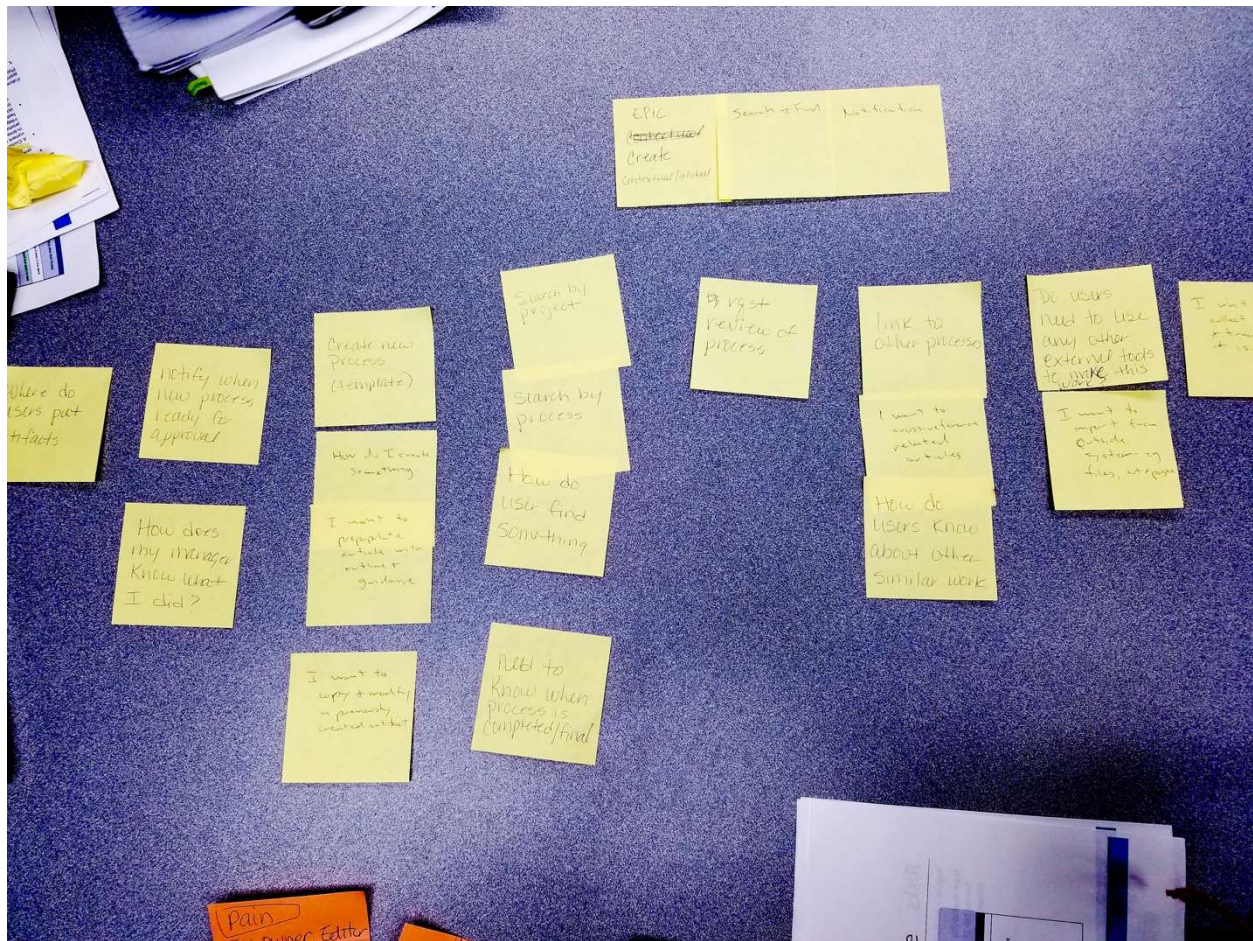
RECOMMENDATIONS:
1. Provide search filters filters that allows users to see results and refine their search. This will help guiding them to find the items they need in an intuitive and fast way.
2. Provide pagination and volume (number of results) when search results are lengthy and cannot be represented in one view.
3. Test search with real data early then iterate from what is discovered in order to improve and refine.